



## USA CRITS National Series Announces Its 2010 Schedule

**For Immediate Release**

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**Athens, GA** - Swagger LLC, the managing company for the USA CRITS Championship Series, announces the 2010 Series race calendar. Adding two new events and bringing back a race that was on the Series two years ago, bolsters this year's calendar and broadens the Series to nine races reaching across all regions of the US.

Now in its fourth year, the USA CRITS Championship Series is comprised of the best professional bicycle races in America, organized under one umbrella with one mission - to crown the best male and female professional criterium cyclist in the country.

In 2010 the 27th Annual Chris Thater Memorial Race will host the Women's Finals, and, now in its 3<sup>rd</sup> year, the TX TOUGH GRAND PRIX III will serve as the Men's Finals.

### **The USA CRITS Championship Series includes the following races:**

**Athens Twilight:** The Series kicks off at arguably one of the best criteriums in the nation, Athens Twilight, on Saturday, April 24. In its 31st year, Athens Twilight has received numerous accolades, most recently named by *Outdoor Magazine* as one of the "Best Outdoor Events in the Nation." More than 30,000 spectators will line the streets of downtown Athens, GA to watch some of the very best professional bike racers start their quest to be crowned this year's Series Champion.

**Giro d'Grafton:** In June, the USA CRIT series heads to the Midwest for the popular Giro d'Grafton in spectator-lined Downtown Grafton, WI. The Giro d' Grafton is part of the Tour of America's Dairyland presented by Wisconsin Milk Marketing Board, which will pay out over \$105,000 in cash and primes to men and women racers of multiple categories across 11 days.

**Hyde Park Blast:** The Blast is a part of an entire weekend of cycling in Ohio. Seven races will be run in the evening on Hyde Park Square with the Men's Pro 1/2 race under the lights in front of a crowd of 20,000. Now in its 9<sup>th</sup> year in Cincinnati, The Blast has donated more than \$200,000.

**Iron Hill Twilight:** The busiest month of racing for the Series begins in July with the 6th Annual Iron Hill Twilight Criterium that showcases riders on the downtown streets of West

Chester, PA. With its quaint downtown setting, the race attracts more than 10,000 spectators, and they will see another exciting and electric battle for the top spot on the podium.

**Capital Criterium:** The very next day, riders travel to our nation's capital for the Capital Criterium, an event featuring a course that traverses the most famous street in the country - Pennsylvania Avenue. The Capital Criterium marks the mid-way point in the Series, so you can expect riders and teams to be on good form and the drama to unfold as they position themselves for the best chance to make a run at winning the Overall Series Championship.

**Boise Twilight:** The third and final event in July is no stranger to the USA CRITS Championship Series. The Downtown Boise Twilight Criterium was part of the 2008 race calendar and since its inaugural race in 1987, Boise Twilight has quickly grown, recognized as one of the best bicycle races in the country. Its atmosphere is electric with more than 20,000 spectators lining the course for an up-close view of the racing action as riders compete for \$20,000.

**Presbyterian Hospital Invitational:** As the 7<sup>th</sup> race in the Series, the Presbyterian Hospital Invitational Criterium has one of the largest prize purses in the country and will take place on Saturday, August 7<sup>th</sup> with riders facing off on the streets of uptown Charlotte, NC. This event benefits the Brain Tumor Fund for the Carolinas and made a huge splash when it introduced large prize purses for both the men's and women's races. The Presbyterian Hospital Invitational is sure to cause a mix up in the Overall Series standings leading into the final event for the women and the remaining two events for the men.

**Chris Thater Memorial:** Now in its 27th year, the Chris Thater Memorial will feature the USA CRITS Championship Series Women's Final and will be the last stop for the men before the Series finale in Dallas, TX. Founded in 1983 by Jim May after cyclist Chris Thater was struck and killed by a drunk driver, Chris Thater Memorial is just one of several events that benefit BC STOP-DWI's mission to improve highway safety through the prevention of drunk driving. The women's race is the featured event of the Saturday schedule, focusing all eyes on who will be the USA CRITS Women's Overall champion.

**TX TOUGH Grand Prix III:** With "ALL ROADS LEADING TO DALLAS," the 2010 USA CRITS Men's Championship Finals will be decided at the TX TOUGH GRAND PRIX III. In its 3<sup>rd</sup> year, this is one most exciting places riders have the opportunity to compete in the world.

With the start/finish adjacent to the American Airlines Center, the posh W-Hotel and more than \$20 million in large outdoor video screen technology built into the venue, spectators will enjoy non-stop action as the riders compete for more than \$20,000 in prize money and \$5,000 in primes.

"This was the right move for the future of the Series" said Gene Dixon, co-founder of the USA CRITS Championship Series. "We have heard nothing but positive feedback from teams and riders who have attended the last 2 years. In addition, this guarantees the Series finale will be televised and have a large prize purse."

The TX TOUGH GRAND PRIX is part of a larger, grass-roots fundraising campaign called TX Tough that exclusively benefits Children's Medical Center of Dallas. Individuals involved in the TX Tough campaign have raised more than \$560,000 cash since it's kick-off 18 months ago.

The GRAND PRIX will be the perfect backdrop for the Men's Championship Final, and if the fight for the Series Championship is anything like 2009, the drama, last minute jersey changes, and non-stop action will be sure to make this one of the best races of the year and one not to miss.

2010 also sees the addition of Division 1 Team designation for teams focused on American criterium racing. This designation includes top American pro and amateur teams. More info on D-1 Teams can be found on the USA CRITS website.

The 2010 USA CRITS Series is produced by Swagger LLC with promotional and supporting sponsor that include:

### Maxxis Tires

For more than four decades, Maxxis has provided high-quality tire products for cars and light trucks, bicycles, motorcycles, ATVs, trailers, karts, and lawn and garden care. Throughout its history, Maxxis has worked to create lifelong customers. The people who choose Maxxis tires know they can count on them every stage of their lives, from those first childhood bike rides through changing careers, modes of transportation, and interests.


### Champion System

Champion System specializes in the production of high quality cyclewear. The company was founded by competitive cyclists who have combined their strong 20 year knowledge of the apparel business with their love of the sport. From day one we were determined to create a company that would take an entirely new approach to cyclewear by offering the finest pro quality garments to the cycling masses.

### Sports Base Online

Sports Base Online is pleased to partner with USA CRITS to ensure the best possible registration experience for the athletes. Sports Base Online has a relentless focus and tireless drive to provide event directors and athletes with unmatched customer service, event management and access to best event practices.

### 2010 USA CRITS National Schedule

Race		Location	Date
	Athens Twilight	Athens, GA	April 24, 2010
	Giro d' Grafton	Grafton, WI	June 19, 2010
	Hyde Park Blast <i>(men only)</i>	Cincinnati, OH	June 26, 2010

	Iron Hill Twilight Criterium	West Chester, PA	July 10, 2010
	Capital Criterium (men only)	Washington DC	July 11, 2010
	Boise Twilight Criterium (men only)	Boise, ID	July 17, 201
	Presbyterian Hospital Criterium	Charlotte, NC	August 07, 2010
	Chris Thater Memorial (USA CRITS Women's Finals)	Binghamton, NY	August 28, 2010 (w) August 29, 2010 (m)
	TX TOUGH GRAND PRIX III (USA CRITS Men's Finals)	Dallas, TX	September 16, 2010

For more information on each event, including registration, schedules, and teams, visit [www.usacrits.com](http://www.usacrits.com).

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### About Swagger LLC

As the country's leading producer of criterium racing, currently producing over forty criterium events, Swagger has over 50 years of combined experience as a sports marketing and event management organization. Swagger has managed America's premier criterium, the Twilight Criterium in Athens, GA, for 31 years, and the only nationwide criterium series for the past 4 years.